



Monday, March 9, 2015  
12 Noon  
Ambassador Ballroom  
Amway Grand Plaza Hotel

**Topic: “The Business Tao of Homer: Lessons in Creativity and Innovation From The Simpsons”**

**JOEL COHEN**  
Emmy-winning writer  
*The Simpsons*



How did Joel Cohen – a former “suit” in the corporate world – end up writing for *The Simpsons*? And what can he teach us about innovation, creativity, teamwork, and the value of a diverse workforce? Cohen draws links between running a business and keeping a hit show fresh.

Cohen’s experience as both a “creative” and a “suit” has not only left him with a puzzling resume, it also gives him a unique perspective to discuss creativity and its place in business. “The same factors that allow creativity to arise, to live or to die for writers are also present and relevant in corporations and even individuals.” His insights are entertaining and highly practical.

Armed with inspired anecdotes and clips, he will take us into the fabled writer’s room at *The Simpsons* to draw the links – and there are many – between maintaining a hit show and running a successful company. He asks, and then brilliantly answers, questions essential to the success of any industry. How do you manage group dynamics to get the best from your talent? How do you find, evaluate, implement, and even discard, new ideas? How do you chart a renewable path to innovation? And how do you overcome creative log jams?

Cohen will inform and entertain – a great program held in honor of Gilda’s LaughFest!

To register: <http://www.econclub.net>. Click “Register for Events Now” link to begin.

Members: \$30

Guests: \$37

**Reservations requested by Thursday, March 5, 2015**

(No cancellations after noon Thursday preceding the luncheon.)

---

**Next meeting: March 23, 2015** – Michael Kaiser, Chairman of the DeVos Institute of Arts Management, former President, John F. Kennedy Center for the Performing Arts. Special brief performances by the performing arts in our community – GR Symphony, GR Ballet, Opera GR and Broadway GR.